

## CLAIMS

1. (previously presented) A system for providing advertising on a data network telephony system comprising:

a data network to provide data connectivity for a plurality of data communications channels using data transport protocols;

5 a commercial message server being operable to download at least one commercial message;

10 a first and second data network telephone connected to the data network, each data network telephone operable to communicate voice signals as data packets on a voice over data channel, the voice over data channel being one of the plurality of data communications channels on the data network containing packetized voice signals, the data network telephones identified by a first and second user identifier corresponding to the data network telephones;

a network telephony connection server being operable to provide telephony service to the data network telephones and communicate at least one commercial message request with the commercial message server; and

15 the first data network telephone being operable to receive the downloaded commercial messages before the first and second data network telephones communicate voice signals on the voice over data channel, the first data network telephone further comprising a message display device to display the commercial messages.

2. (previously presented) The system of Claim 1 wherein each user identifier includes a unique sequence of alphanumeric elements.

3. (original) The system of Claim 2 wherein the first data network telephone further comprises at least one speed dial key operable to initiate a second voice over data channel to a called party at a selected voice communications device when the speed dial key is assigned to the called party's user identifier.

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4-5. (cancelled without prejudice)

6. (original) The system of Claim 3 wherein the data network telephone further comprises a speed dial function to assign a selected user identifier to the at least one speed dial key when the commercial message includes the selected user identifier.

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7-13. (cancelled without prejudice)

14. (previously presented) The system of Claim 1 wherein the network telephony connection server further comprises:

an advertisement service to retrieve at least one commercial message from the commercial message server and to communicate the commercial messages in the response

5 message.

15. (currently amended) The system of Claim 1 wherein the network telephony connection server further comprises:

an advertisement service to send a connection information message to the commercial message server; and

5 wherein the commercial ~~communication~~ message server uses the connection information message to initiate a selected data communications channel and to send at least one of the commercial messages to the first data network telephone over the selected data communications channel.

16. (previously presented) The system of Claim 1 wherein the network telephony connection server further comprises:

an advertisement service to retrieve at least one commercial message from the commercial message server, the network telephony connection server being operable to initiate a  
5 selected data communications channel and to send the commercial messages to the first data network telephone over the selected communications channel.

17. (cancelled without prejudice)

18. (previously presented) The system of Claim 1 wherein:

the request message includes a callee user identifier; and

wherein the network telephony connection server determines the telephone identifier for the callee identified in the callee user identifier and includes the telephone identifier in the  
5 response message.

19. (previously presented) The system of Claim 1 wherein:

the request message includes a callee user identifier; and

wherein the network telephony connection server determines the telephone identifier for

the callee identified in the callee user identifier and sends the response message to the callee at  
5 the telephone identifier.

20. (previously presented) A method for advertising on a telephony system, the method comprising the steps of:

receiving a request to initiate a telephone call between a first data network telephone to a second data network telephone over a data network, the first and second data network telephones  
5 having a display screen, the request containing a caller user identifier to identify a user of the first data network telephone, and a callee user identifier to identify a user of the second data network telephone;

communicating a commercial message request to a commercial message server;

retrieving at least one commercial message from the commercial message server;

10 downloading the at least one commercial message to the first data network telephone; and

61 receiving the at least one downloaded commercial message at the first data network telephone before completing the telephone call between the first data network telephone and the second data network telephone.

21. (original) The method of Claim 20 further comprising the steps of:

sending the at least one commercial message to the second data network telephone.

22. (original) The method of Claim 20 further comprising, after the step of retrieving the at least one commercial message, the step of:

inserting the commercial message in a response message, wherein the step of sending the

at least one commercial message to the first data network telephone includes the step of:

5 sending the response message to the first data network telephone.

23. (original) The method of Claim 20 wherein the step of sending the at least one commercial message to the first data network telephone includes the step of:

creating a data communications channel with the first data network telephone and transmitting the at least one commercial message to the first data network telephone on the data  
5 communications channel.

24-40. (cancelled without prejudice)

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41. (previously presented) A commercial message server comprising:

at least one commercial message for display on a voice communications device;

a telephony connection server interface to receive connection information from a telephony connection server, the connection information comprising at least one user identifier  
5 for at least one party to a telephone call, the at least one party using the voice communications device to initiate the telephone call; and

the commercial message server being operable to download the commercial message to the voice communications device in use by the at least one party identified by the user identifier prior to communicating voice signals to the voice communications device.

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42. (original) The commercial message server of Claim 41 wherein the commercial message server is operable to send the commercial message to the user identifier by

sending the commercial message to the telephony connection server.

43. (original) The commercial message server of Claim 41 further comprising a data network interface to communicate the commercial message to the user identifier using a data communications channel.

44. (currently amended) The commercial message server of Claim 43 wherein the data communications channel uses an ~~the~~ RTP protocol to transport the commercial message.

45. (original) The commercial message server of Claim 41 further comprising a commercial message database to store the commercial message database.

46. (original) The commercial message server of Claim 45 wherein the commercial message database includes merchant account information to maintain commercial messages and billing information for merchants.

47. (previously presented) A telephony connection server comprising:  
a call management function operable to receive a request to initiate a telephone call using at least one voice communications device, and to send a response message in response to the request message;

5 a network telephony user database to store a user identifier for each of a plurality of users, wherein the user identifier includes a first sequence of alphanumeric elements that identify a user of a voice communications device; and

an advertisement service to retrieve at least one commercial message from a commercial message server and to download the commercial messages in the response message.

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48-50. (cancelled without prejudice)

51. (previously presented) A telephony connection server comprising:

a call management function operable to receive a request to initiate a telephone call between at least two voice communications devices, and to send a response message in response to the request message;

5 a network telephony user database to store a user identifier for each of a plurality of users, wherein the user identifier includes a first sequence of alphanumeric elements that identify a user of a voice communications device; and

an advertisement service to send a connection information message having a user identifier that identifies at least one of the parties to a commercial message server, wherein the commercial message server uses the connection information message to download a commercial message to the user identifier prior to completion of the telephone call.

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52. (previously presented) A telephony connection server comprising:

a call management function operable to receive a request to initiate a telephone call between at least two voice communications devices, and to send a response message in response to the request message;

5 a connection to a commercial message server to send at least one commercial message in response to a request for a commercial message;

a network telephony user database to store a user identifier for each of a plurality of users, wherein the user identifier includes a first sequence of alphanumeric elements that identify a user of the voice communications device; and

10        an advertisement service to retrieve at least one commercial message from the commercial message server, the network telephony connection server being operable to initiate a selected data communications channel and to download the commercial messages in the response message to at least one of the voice communications devices.

53.    (previously presented) A memory for storing commercial messages comprising:  
a merchant record for identifying a merchant corresponding to the commercial messages;

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a connection to a data network to download the commercial messages to a plurality of  
5    voice communications devices upon receiving connection information for the voice communications devices.

54.    (allowed)    A system for providing advertising on a data network telephony system comprising:

a data network to provide data connectivity for a plurality of data communications channels using data transport protocols;

5        a commercial message server connected to the data network, the commercial message server being operable to send at least one commercial message;

a first and second data network telephones connected to the data network, each data network telephone operable to communicate voice signals as data packets on a voice over data



channel, the voice over data channel being one of the plurality of data communications channels  
10 on the data network containing packetized voice signals, the data network telephones being  
operable to convert data packets communicated on the voice over data channel to voice;

the first data network telephone being operable to receive the commercial messages, the  
first data network telephone further comprising a message display device to display the  
commercial messages;

15 a network telephony user database connected to the data network to store a user identifier  
and a telephone identifier corresponding to the user identifier for each of a plurality of users,  
wherein the user identifier includes a first sequence of alphanumeric elements that identify a  
corresponding user and the telephone identifier includes a second unique sequence of  
alphanumeric elements that identifies a corresponding data network telephone; and

20 a network telephony connection server operable to receive a request message from the  
first data network telephone to initiate the voice over data channel with the second data network  
telephone, and to send a response message in response to the request message,

wherein the request and response messages are communicated by the network telephony  
connection server in accordance with a protocol selected from the group consisting of: the  
25 Session Initiation Protocol (SIP), the H.323 protocol, the MGCP protocol and the MEGACO  
protocol.

55. (allowed) A telephony connection server comprising:

a call management function operable to receive a request to initiate a telephone  
call using at least one voice communications device, and to send a response message in  
response to the request message;

5 the call management function operates using a call management protocol selected from the group of protocols consisting of: the Session Initiation Protocol (SIP), the H.323 protocol, the MGCP protocol and the MEGACO protocol;

a network telephony user database to store a user identifier for each of a plurality of users, wherein the user identifier includes a first sequence of alphanumeric elements  
10 that identify a user of a voice communications device; and

an advertisement service to retrieve at least one commercial message from a commercial message server and to communicate the commercial messages in the response message.

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56. (allowed) The telephony connection server of Claim 55 wherein the commercial message is communicated in a SIP response message.

57. (allowed) The telephony connection server of Claim 55 wherein the telephony connection server is operable to send the request to initiate the telephone call to a callee party at a second voice communications device, and wherein:

the commercial message is communicated in the request to initiate.

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